

Title (en)

Advertisement in an end-user controlled playback environment

Title (de)

Werbung in einer endbenutzergesteuerten Wiedergabeumgebung

Title (fr)

Publicité dans un environnement de lecture contrôlé par un utilisateur final

Publication

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Application

EP 09002793 A 20010114

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- US 17996800 P 20000203

Abstract (en)

[origin: WO0152541A1] This invention discloses a method for displaying advertisements transmitted to a user unit, the method includes receiving, at the user unit, at least one advertisement tagged with a delay tag indicating whether display of the at least one advertisement can be delayed and only if the delay tag allows delaying display of the at least one advertisement, storing the at least one advertisement at the user unit, retrieving the at least one advertisement and displaying the at least one advertisement. A billing system for reporting a commercial broadcast to a multiplicity of users is also disclosed.

IPC 8 full level

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Citation (search report)

- [X] EP 0969666 A2 20000105 - TOKYO BROADCASTING SYST [JP]
- [A] WO 9966719 A1 19991223 - WEBTV NETWORKS INC [US]
- [A] KOHDA Y ET AL: "UBIQUITOUS ADVERTISING ON THE WWW: MERGING ADVERTISEMENT ON THE BROWSER", COMPUTER NETWORKS AND ISDN SYSTEMS, NORTH HOLLAND PUBLISHING. AMSTERDAM, NL, vol. 28, 1 May 1996 (1996-05-01), pages 1493 - 1499, XP002037594, ISSN: 0169-7552

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